MARKETING OF BREAST-MILK SUBSTITUTEs: NATIONAL IMPLEMENTATION OF THE INTERNATIONAL CODE STATUS REPORT 2016

SUMMARY
International Code of Marketing of Breast-milk Substitutes

- Adopted by World Health Assembly in 1981
- Aims
  1. to protect and promote breastfeeding,
  2. ensure proper use of BMS when needed
- Covers
  - Content of informational/educational materials
  - Advertising of products
  - Samples, gifts
  - Role of health care systems and workers
  - Role of manufacturers and distributors
  - Product labels
Role of Countries

• Translate the International Code into national legislation, regulations, or other suitable measures

• Monitor compliance with the Code
Evaluation of national legal measures and monitoring practices

• National laws/regulations evaluated on provisions covered
  – UNICEF/IBFAN/WHO jointly agreed on categorization

• 2014 WHO questionnaire asked about monitoring practices
  – 55 countries responded
Changes in Code Legal Status, 2011-2016

- 2011:
  - No information: 21
  - No legal measures: 70
  - Few provisions in law: 20
  - Many provisions in law: 46
  - Full provisions in law: 37

- 2016:
  - No information: 10
  - No legal measures: 49
  - Few provisions in law: 65
  - Many provisions in law: 31
  - Full provisions in law: 39

- Total countries: 135
Status of legal measures covering provisions of the Code
Key provisions in national legal measures (among countries with legal measures)

- Explicitly covers products for children over 1 year: 38%
- Covers complementary foods: 41%
- Informational/educational materials must include 5 required messages: 27%
- Prohibition of advertising: 58%
- Prohibition of samples and gifts: 59%
- Prohibition of contact with pregnant women/mothers: 37%
- Prohibition of free/low-cost supplies to health facilities: 44%
- Prohibition of gifts to health workers: 53%
- Labels may not include nutrition and health claims: 40%
- Labels may not include pictures idealizing infant formula: 83%
Status of monitoring

- Had monitoring system: 32 countries
- Are budgeted or funded: 6 countries
- Monitor at least annually: 12 countries
- Published results of last monitoring exercise: 7 countries
- Imposed any sanctions: 15 countries

Countries
Key challenges for Code implementation

• lack of political will
• interference from manufacturers and distributors
• lack of sufficient data and expertise
• absence of coordination among actors
• limited resources for legislation, monitoring and enforcement
Key recommendations

• Enact Code legislation

• Strengthen existing legislation and regulations
  – Include products for toddlers
  – Prohibit advertising, including electronic
  – Prohibit donations of samples, supplies, gifts

• Build functional monitoring and enforcement mechanisms

• UN organizations, NGOs, academia to support countries in implementation and monitoring
Thank you!

www.who.int/nutrition/publications/infantfeeding/code_report2016/en

www.who.int/nutrition/netcode/en